

Important Message for all Sumter County Visitor Services

ACCOMMODATIONS, HOSPITALITY, RESTAURANT, ENTERTAINMENT

e5solutions and the Sumter Tourist Development Council seek your advice, suggestions and opinions in the preparation of a new and vibrant tourism production and promotion plan for Sumter County.

A NEW DIRECTION - A NEW PLAN OF ACTION

e5solutions was selected by the Sumter County Commission to analyze the county's current tourism industry and promotional program and recommend a new visitor marketing plan for their consideration. This responsibility will only be met upon knowing your thinking, your concerns, your ideas and better understanding of your role in the visitor serving field.

IMPORTANT TOURIST INDUSTRY INPUT MEETING SET

e5solutions, in conjunction with the Sumter Tourist Development Council, has set a tourist industry information gathering session for **6:00 pm, Monday, November 8, 2010, at the SECO headquarters building on SR 301 in Sumterville.** This open, countywide meeting is planned to receive your ideas, concerns and issues relating to visitor promotions, programs and services in Sumter County. We encourage you to come out and share with us your best creativity along with your most serious issues regarding Sumter's current and future tourism development and marketing programs.

PLEASE HELP US GET THE WORD OUT....

SHARE THIS PLAN AND MEETING WITH YOUR COLLEAGUES!

Thank You,



Sumter County Tourism Plan Overview

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Analyze County visitors/tourism programs, assets, and resources

- Review financial information provided by County regarding tourist development tax including estimates of annual revenue and projected expenses
- Conduct brainstorming session with members of the Tourism Development Council (TDC) and County staff
- Conduct three focus groups which will increase awareness of tourism efforts including the engagement of Sumter County stakeholders (restaurants, TDC, community leaders, lodging operators, and representatives of local attractions)
- Perform outreach written survey of all tourist affiliated businesses identified by County and the TDC
- Conduct individual interviews with members of the TDC

Analyze competing and complementary regional visitor attractions

- Presentation of current economic/visitor climate
- Analysis of current travel/tourism trends in Florida
- Collection and analysis of competitive marketplace
- Collection and analysis of Sumter County tourist attractions/accommodations

Marketing Strategies

- Analysis of strategic market positioning of Sumter County to maximize tourism growth
- Preliminary identification of mediums (print, radio, television, billboards, internet) and program methods (piggybacking, friends and/or family referrals and special events) to attract identified visitor groups
- Develop a profile of the Sumter County visitor including demographics

Identify and evaluate potential new visitor program

- Synthesize the work activities of items 1 – 3 above into a written presentation of strategic alternatives to the TDC with a minimum of three new tourism outreach programs meeting the tourist development tax budget requirements
- Develop a written tourism visitor survey instrument

Report and Recommendations

- Provide a final written report and recommendations following the distillation of the items 1-4 above
- Provide an executive summary as part of the final written report and recommendations
- The final Tourism Plan shall present a strategy to increase tourism visits and bed nights sold in Sumter County including recommendations for the first year proposed budget to begin the implementation of the Tourism Plan.